

Appln No. 09/437,580

Amdt date July 23, 2004

**Reply to Office Action of April 6, 2004 and Advisory Action
dated June 28, 2004**

REMARKS/ARGUMENTS

The above identified patent application has been amended and reconsideration and reexamination are hereby requested.

Claims 26-46 are now in the application. Claims 1-15, 19, and 21-25 have been canceled. Claims 16-18 and 20 were previously canceled. Claims 26-46 have been added.

Claims 1-15, 19, and 21-25 are rejected under 35 U.S.C. §103(a) as being unpatentable over Tateyama in view of Sokawa. In order to expedite allowance, the rejected claims are being canceled herein, without disclaimer and without prejudice. These rejections are respectfully traversed. All of these rejections are moot in view of the newly added claims, all of which define limitations that are not disclosed or suggested in either Tateyama or Sokawa (whether alone or in combination). These rejections should therefore be withdrawn. The patentability of the newly added claims is discussed below.

The present invention is directed to a system and method that enables the use of a novel start read pointer to provide for horizontal soft scrolling. As opposed to a conventional address pointer that can only indicate a location of an entire address line of graphics data, the read pointer of the present invention can be used to indicate a particular location (e.g., a pixel location) within the address line. For example, to horizontally scroll to the left, the present application illustrates that a read pointer 602 (i.e., a new start read pointer) of the present invention can be placed after a first pixel (e.g., first 8 bits) 604 of a 32-bit address line (or word). The first pixel of the 32-bit address line is then

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blanked out, and the remaining three 8-bit pixels are effectively shifted to the left by one pixel. Alternatively, to horizontally scroll to the right, the remaining three non-blanked out pixels can be inserted in front of another 4 8-bit pixels of a second 32-bit address line (e.g., 610) to effectively shift the second 32-bit address line to the right by three pixels. In either case, these two exemplary embodiments show that the read pointer of the present invention can be flexibly placed at any pixel within the 32-bit address line.

The references of record, both separately, and in combination, fail to disclose or suggest the invention as defined by claims 26-46. Sokawa is not directed to anything other than a conventional address pointer. Conventionally, an address pointer is used to access or indicate data at a particular address line in a memory buffer. When an address pointer is moved, it is moved from one address line to the next, each address line comprises (or indicates) a number of specific data bits in the memory buffer. The address pointer may jump from one address line to a non-adjacent address line, but regardless of the distance between the memory locations corresponding to the address lines, the address pointer still only indicates the location of the address line and not a specific bit within the address line. Thus, Sokawa fails to disclose or suggest numerous limitations of the invention, including, for example, "placing the read pointer on the plurality of graphics data at a location of the address line after the blanked out pixels" defined in claims 26 and 40 or "placing the read pointer on the first plurality of graphics

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data at a location of the first address line after the blanked out pixels" defined in claims 32 and 43.

The Tateyama reference does not even disclose a pointer. Specifically, Tateyama discloses a method for horizontal scrolling graphics based on the control of timings for reading and transmitting data (and not on a pointer). Since the whole smooth horizontal scrolling scheme in Tateyama is based on the control of the timings for reading and transmitting data, it necessarily results in a complicated system where the alignment between timing signals and data must be adjusted in order to achieve horizontal scrolling. In the present invention, on the other hand, smooth horizontal scrolling is realized simply by displaying the graphics data starting at the read pointer placed at a first non-blanked out pixel. Applicants respectfully submit that the approach taken by Tateyama is so different from the approach of the present invention, that Tateyama would tend to teach away from the present invention. Claims 26-46 are therefore believed to be allowable over Sokawa and Tateyama (whether alone or in combination).

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In view of the foregoing, the Applicants respectfully submit that claims 26-46 are in condition for allowance. Reconsideration and withdrawal of the rejection is respectfully requested, and a timely Notice of Allowability is solicited. If there are any remaining issues that can be addressed over the telephone, the Examiner is **strongly** encouraged to call Applicants' attorney at the number listed below.

Respectfully submitted,

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